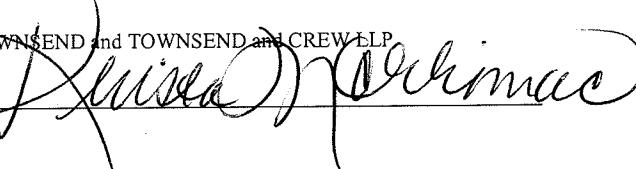


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PATENT  
Attorney Docket No.: 16222U-011310US  
Client Ref. No.: P-00857

TOWNSEND and TOWNSEND and CREW LLP

By: 

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Paul Spaeth

Application No.: 10/660,328

Filed: September 10, 2003

For: OPT-IN/OPT-OUT IN LOYALTY  
SYSTEM

Customer No.: 66945

Confirmation No. 5961

Examiner: Yehdega Retta

Technology Center/Art Unit: 3622

AMENDMENT

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Commissioner:

In response to the Final Office Action mailed July 2, 2010 on the above-referenced application, please enter the following amendments and remarks. A Request for Continued Exam is being filed herewith.